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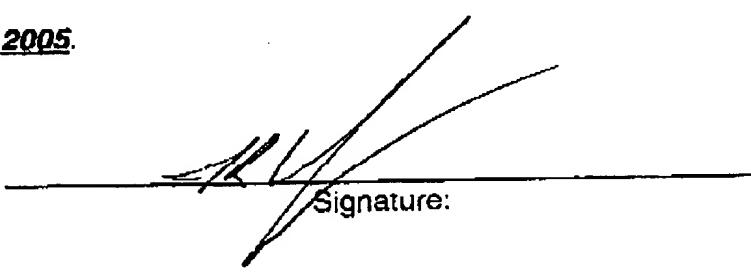
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Application No. 09/988,291**

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PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:) Attorney Docket No. 47004.000180
ROTHMAN, et al.)
Serial Number: 09/988,291) Examiner: G. Akers
Filed: November 19, 2001) Group Art Unit: 3624
) Confirmation No. 8456
)

Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING
CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING

AMENDMENT

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Sir:

In response to the Office Action mailed on April 26, 2005 in the above-referenced patent application, Applicant submits the following remarks.

Amendments to the Specification begin on page 2.

A listing of the claims begin on page 3.

Remarks begin on page 15.